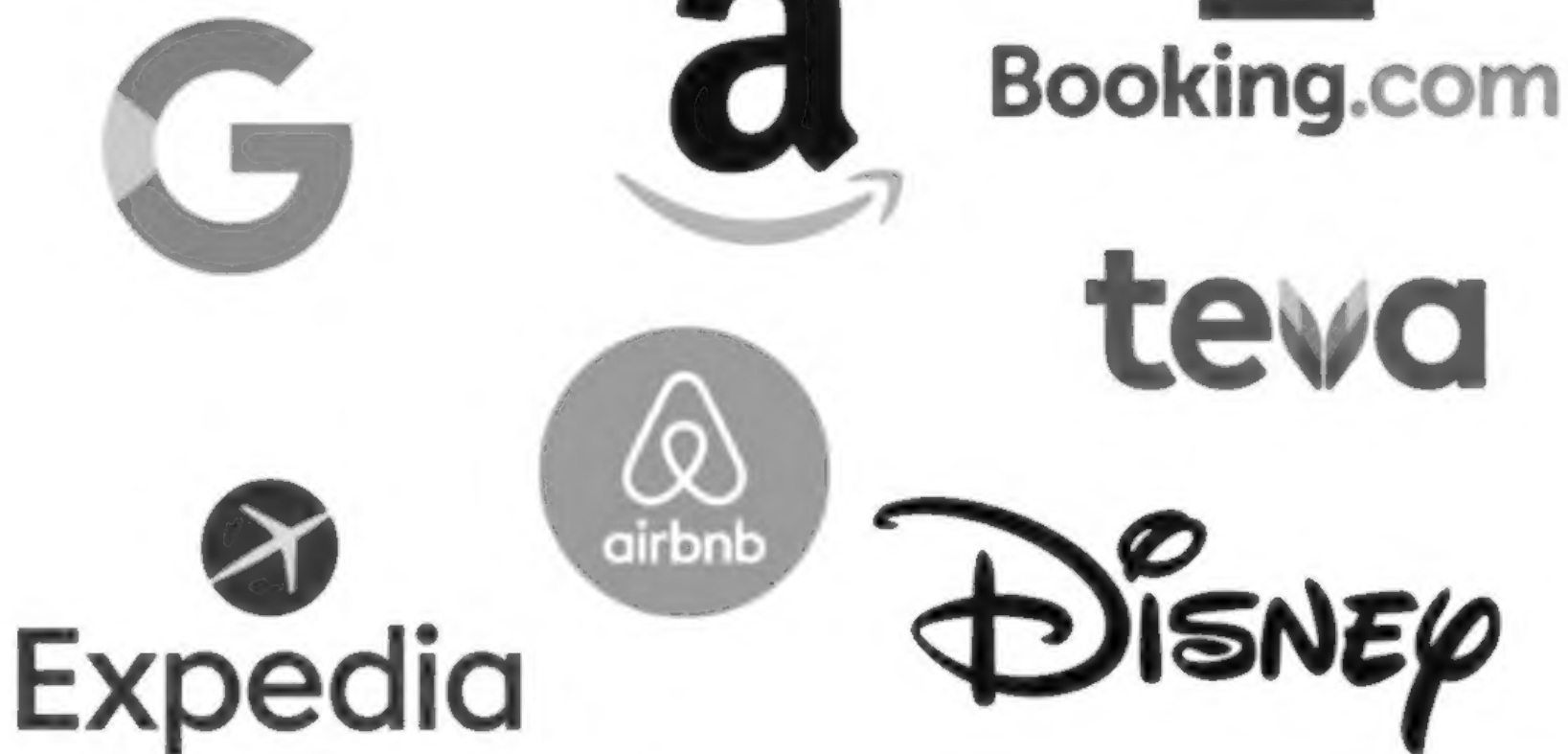


Pressure targets:



The BDS movement actively calls for pressure campaigns against these targets. This includes boycotts when reasonable alternatives exist, as well as lobbying, peaceful disruptions, and social media pressure.

Organic boycott targets:



The BDS movement did not initiate these grassroots boycott campaigns but is in support of them due to these brands openly supporting Israel's genocide against Palestinians.